ORDER

Orders

Order / Rev:

104088

Alt Order #: Product Desc: 06831602

Estimate:

754

Flight Dates:

07/27/12 - 08/06/12

Original Date / Rev:

07/06/12 / 08/10/12

Crossroads GPS

Order Type:

GENERAL



KSNV

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

Crossroads Media, LLC

Buying Contact:

Billing Contact:

66 Canal Center Plaza

Alexandria, VA 22314

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

00:15:00

Broadcast

Cash

15%

Advertiser

Name:

Crossroads GPS

Demographic:

A35+

Product Codes:

Revenue Codes:

PLI2,PLC01-Democrat

Priority:

SELECT PRIORITY CODE POLITICAL/AGY, PISSUE, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	14	\$24,200.00	\$20,570.00
07/30/12	08/06/12	65	\$52,500.00	\$44,625.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	14	\$24,200.00	\$20,570.00	0.00
August 2012	65	\$52,500.00	\$44,625.00	0.00
Totals	79	\$76,700.00	\$65,195.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$76,700.00
Market	100%	\$247,419.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$74,225.81
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$49,483.87
KTUD	1%	\$2,474.19
KVVU	17%	\$42,061.29
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$2,474.19

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
- 31	E 1	KSNV	07/29/12	07/29/12	Wake Up Early w	/ Wagn@M	430a-5a	·S	:30	1	\$150.002	0.00 NM	1	\$150.00
					Wake Up Early V	Vagners								
		WAKE (JP EARLY	/ W/THE W	VAGNERS							-		
		Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

Print Date: 08/10/12 16:50:17 Page 2 of 7

KSNV

Order / Rev: Alt Order #:

Flight Dates:

104088

Advertiser:

Crossroads GPS

06831602 07/27/12 - 08/06/12 Product Desc:

Crossroads GPS

Estimate:

754

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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KSNV

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Order / Rev: 104088

06831602 Alt Order #:

Advertiser: Crossroads GPS

Product Desc:

Crossroads GPS

Flight Dates: 07/27/12 - 08/06/12

Estimate:

754

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Page 4 of 7

Order / Rev:

104088

Advertiser:

Crossroads GPS

Alt Order #:

06831602

Product Desc:

Crossroads GPS

Flight Dates: 07/27/12 - 08/06/12

Estimate: 754

KSNV

Ln Ch Start End		Start/End	Γime Days	Len Spot	s Rate Pri	Rtg Type Spots	Amount
	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners						
WAKE UP WITH THE WAG							
Start Date End Date	Weekdays Spots/Week	Rate	Rating			- 1	
Week: 07/30/12 08/05/12	W 1	\$700.00	0.00				
E 26 KSNV 08/02/12 08/02/12		6-7a	T	:30	1 \$700.001	0.00 NM 1	\$700.00
WAKE UP WITH THE WAG	M-F 6-7a WakeUp w/Wagners						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 07/30/12 08/05/12	T 1	\$700.00	0.00				
E 27 KSNV 08/03/12 08/03/12		6-7a	F	:30	1 \$700.001	0.00 NM 1	\$700.00
WAKE UP WITH THE WAG	M-F 6-7a WakeUp w/Wagners						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 07/30/12 08/05/12	F 1	\$700.00	0.00				
E 28 KSNV 08/06/12 08/06/12		6-7a	M	:30	1 \$700.001	0.00 NM 1	\$700.00
WAKE UP WITH THE WAG	M-F 6-7a WakeUp w/Wagners						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 08/06/12 08/12/12	M 1	\$700.00	0.00				
E 29 KSNV 07/27/12 07/27/12	Today Show CM	658a-9am	F	:30	1 \$1,400.001	0.00 NM 1	\$1,400.00
TODAY OLION	Today Show						
TODAY SHOW Start Date End Date	Weekdays Spots/Week	Pata	Pating				
Week: 07/23/12 07/29/12		Rate \$1,400.00	Rating 0.00				
E 30 KSNV 07/30/12 07/30/12		658a-9am	M	:30	1 \$1,400.001	0.00 NM 1	\$1,400.00
	Today Show						+ -,
TODAY SHOW	Mankalana Casta Masak	D-4-	Detien				
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	Weekdays Spots/Week	Rate \$1,400.00	Rating 0.00				
E 31 KSNV 07/31/12 07/31/12		658a-9am	-T	:30	1 \$1,400.001	0.00 NM 1	\$1,400.00
	Today Show				,		Ψ1,400.00
TODAY SHOW	W. I.I	-					
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	Weekdays Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00				
E 32 KSNV 08/01/12 08/01/12		658a-9am	W	:30	1 \$1,400.001	0.00 NM 1	\$1,400.00
	Today Show	0000		.00	1 41,400.001	0.00 14101	\$1,400.00
TODAY SHOW		6122286 Hz	80c 108				
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	Weekdays Spots/Week	<u>Rate</u> \$1,400.00	Rating				
E 33 KSNV 08/02/12 08/02/12		658a-9am	0.00	:30	1 \$1,400.001	0.00 NM 1	\$1,400.00
2 30 11311 33/02/12 33/02/12	Today Show	000a-5am		.50	1 φ1,400.001	0.00 14141	\$1,400.00
TODAY SHOW							
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 07/30/12 08/05/12 E 34 KSNV 08/03/12 08/03/12		\$1,400.00 658a-9am	0.00	:30	1 61 400 001	0.00 NIM	¢4 400 00
2 34 K314V 00/03/12 00/03/12	Today Show	030a-3aiii		.30	1 \$1,400.001	0.00 NM 1	\$1,400.00
TODAY SHOW	,						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 07/30/12 08/05/12		\$1,400.00	0.00	-00	1 01 100 001	0.00.184	
E 35 KSNV 08/06/12 08/06/12	Today Show CM Today Show	658a-9am	M	:30	1 \$1,400.001	0.00 NM 1	\$1,400.00
TODAY SHOW							
Start Date End Date	Weekdays Spots/Week		Rating			- 1	
Week: 08/06/12 08/12/12		\$1,400.00	0.00				
E 36 KSNV 07/27/12 07/27/12	News 3 at 4 (1/2 hr) CM News 3 at 4	4-430p	F	:30	1 \$700.001	0.00 NM 1	\$700.00
FIRST NEWS 3 AT FOUR							
Start Date End Date	Weekdays Spots/Week		Rating				
Week: 07/23/12 07/29/12	F <u>1</u>	\$700.00	0.00				
E 37 KSNV 07/30/12 07/30/12	CM	4-5pm	M	:30	1 \$700.001	0.00 NM 1	\$700.00

KSNV

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Order / Rev:

104088

07/27/12 - 08/06/12

Advertiser:

Crossroads GPS

Alt Order #: 06831602 Flight Dates:

Product Desc:

Crossroads GPS

Estimate:

754

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	nots	Rate Pri	Rtg Type	Snots	Amount
	Otart	2110	NEWS 3 at 4 (11		OtarvEria	Time Days	LCII O	7013	Trate 111	Titig Type	Spots	Amount
			4PM NEWS (1 ho	our)	(4:00 PM-4:	30 PM)						
		AT FOUR	\\/a a lada aa	04-00/1	D-1	D. ()						
Sta Week: 07/	rt Date 30/12	End Date 08/05/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$700.00	Rating 0.00						
			NEWS 3 at 4 (1 I	HOUR)CM	4-5pm	-T	:30	1	\$700.001	0.00 NM	1	\$700.00
			4PM NEWS (1 ho		(4:00 PM-4:	season according	.00		φ/ σσ.σσ (0.00 11111		Ψ100.00
		AT FOUR	101 0 0		30							
Sta Week: 07/	rt Date	End Date	<u>Weekdays</u> -T	Spots/Week	Rate	Rating						
		08/05/12	NEWS 3 at 4 (1 l	HOURICM	\$700.00 4-5pm	0.00 W	:30	1	\$700.001	0.00 NM	1	¢700.00
L 33 KONV	00/01/1	12 00/01/12	4PM NEWS (1 ho		(4:00 PM-4:		.30	1	\$700.001	U.UU INIVI	1	\$700.00
FIRST 1	NEWS 3	AT FOUR	,	,	(,						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 07/		08/05/12	W	1	\$700.00	0.00						
E40 KSNV	08/02/1	12 08/02/12	NEWS 3 at 4 (1 l 4PM NEWS (1 h		4-5pm (4:00 PM-4:	T	:30	1	\$700.001	0.00 NM	1	\$700.00
FIRST I	NEWS 3	AT FOUR	41 101 101 101 101	Jui)	(4.00 FW-4.	.30 FWI)						
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/	30/12	08/05/12	T	1	\$700.00	0.00						
E41 KSNV	08/03/1	12 08/03/12	NEWS 3 at 4 (1)		4-5pm	F	:30	1	\$700.001	0.00 NM	1	\$700.00
EIDOT N	VIEWIC 3	AT FOUR	4PM NEWS (1 h	our)	(4:00 PM-4:	:30 PM)				- 1		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		08/05/12	F	1	\$700.00	0.00						
E 42 KSNV	08/06/1	12 08/06/12	NEWS 3 at 4 (1	HOUR)CM	4-5pm	M	:30	1	\$700.001	0.00 NM	1	\$700.00
			4PM NEWS (1 h	our)	(4:00 PM-4:	:30 PM)						100000
		AT FOUR			-							
<u>Sta</u> Week: 08/	rt Date	End Date 08/12/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$700.00	Rating 0.00						
			M-F Early News	CM	5-630p	F	:30	1	\$1,000.001	0.00 NM	1	¢1 000 00
2 10 110111	011211	ie onzinie	M-F Early News	OW	О ОООР	,	.50	- 1	\$1,000.001	0.00 14141	- 1	\$1,000.00
EARLY	NEWS		• • • • • • • • • • • • • • • • • • • •							- 1		
5550555	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/		07/29/12	F		\$1,000.00	0.00					20	
E 44 KSNV	07/30/	12 07/30/12	M-F Early News M-F Early News	CM	5-630p	M	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
EARLY	NEWS		Wi-i Larry News									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/		08/05/12	M	1	\$1,000.00	0.00						
E 45 KSNV	07/31/	12 07/31/12	M-F Early News	CM	5-630p	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
EARLY	NEWS		M-F Early News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		08/05/12	-T		\$1,000.00	0.00						
E 46 KSNV	08/01/	12 08/01/12	M-F Early News	CM	5-630p	W	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
=.=.		40	M-F Early News									
EARLY		End Data	Medida	Consta AAI and	Dete	Deties						
Week: 07/	rt Date /30/12	End Date 08/05/12	<u>Weekdays</u> w	Spots/Week	Rate \$1,000.00	Rating 0.00						
			M-F Early News	CM	5-630p	T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
			M-F Early News						ψ.,σσσ.σσ·1	0.00 14101		φ1,000.00
EARLY												
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 07/		08/05/12	M E Early Nows		\$1,000.00	0.00	.00		¢4 000 004	0.00.1111		04.000
□40 KONV	00/03/	12 00/03/12	M-F Early News M-F Early News	CM	5-630p	F	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
EARLY	NEWS		Larry News							A.		
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		08/05/12	F	1		0.00						
E49 KSNV	08/06/	12 08/06/12		CM	5-630p	M	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00

Print Date: 08/10/12 16:50:17 Page 6 of 7

KSNV

Order / Rev:

104088

Advertiser:

Crossroads GPS

Alt Order #: Flight Dates: 06831602 07/27/12 - 08/06/12 Product Desc:

Crossroads GPS

Estimate:

754

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F Early News M-F Early News **EARLY NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating M----08/12/12 Week: 08/06/12 \$1,000.00 0.00 E 54 KSNV 07/28/12 07/28/12 Sa-Su Early News CM 5pm-630pm ----5-.30 \$650.001 0.00 NM \$650.00 Sa-Su Early News KSNV EARLY NEWS Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 07/23/12 07/29/12 ----S-\$650.00 0.00 E 55 KSNV 08/04/12 08/04/12 Sa-Su Early News CM 5pm-630pm :30 \$650.001 ----5-0.00 NM \$650.00 1 Sa-Su Early News KSNV EARLY NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 -----\$650.00 0.00 E 56 KSNV 07/27/12 07/27/12 Olympics Opening Cerei@M 730p-12a ----F--:30 1 \$10.000.001 0.00 NM \$10,000.00 Olympics Opening Ceremony OPEN CEREMONIES Start Date Weekdays **End Date** Spots/Week Rate Rating ---F--Week: 07/23/12 07/29/12 1\$10,000.00 0.00 E 57 KSNV 07/30/12 08/05/12 Olympics Late News 3 CM 11pm-12:35am MTWTFSS 0.00 NM :30 \$1,000,007 \$7,000.00 Late News during Olympics **NEWS AFT OLY** Start Date **End Date** Weekdays Spots/Week Rate Rating 08/05/12 **MTWTFSS** 7 \$1,000.00 Week: 07/30/12 0.00 E 58 KSNV 08/06/12 08/06/12 Olympics Late News 3 CM 11pm-12:35am M----:30 1 \$1,000.007 0.00 NM \$1,000.00 Late News during Olympics **NEWS AFT OLY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 1 \$1,000.00 0.00 E 59 KSNV 07/30/12 08/03/12 Olympics Daytime Week@M 9am-4pm MTWTF--:30 5 \$1,200.001 0.00 NM 5 \$6,000.00 Olympics Daytime Weekdays OLY DAYTIME Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 MTWTF--5 \$1,200.00 0.00 ----S E 60 KSNV 07/29/12 07/29/12 Olympics Daytime Week@M 4am-6pm :30 2 \$1,700.001 0.00 NM 2 \$3,400.00 Olympics Daytime WEEKEND **OLY WKEND** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 ----S 2 \$1,700.00 0.00 E 61 KSNV 07/28/12 07/28/12 Olympics Daytime Week@M 4am-6pm ----S-:30 3 \$1,700,001 0.00 NM 3 \$5,100.00 Olympics Daytime WEEKEND **OLY WKEND** Start Date End Date Weekdays Spots/Week Rate Rating 07/29/12 Week: 07/23/12 ----5-3 \$1,700.00 0.00 E 62 KSNV 07/30/12 08/05/12 Olympics Primetime CM 730pm-12am **MTWTFSS** :30 \$6,000.001 0.00 NM \$6,000.00 Olympics Primetime **OLY PRIME** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 07/30/12 08/05/12 **MTWTFSS** \$6,000.00 0.00 E 63 KSNV 07/30/12 08/02/12 Olympics Prime REPEACM 1135pm - 5am MTWT---:30 1 \$200.001 0.00 NM \$200.00 Olympics Prime REPEAT **OLY RPT** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 07/30/12 08/05/12 MTWT--\$200.00 0.00 MTWTF--N64 KSNV 07/30/12 08/03/12 Olympics Prime REPEACM 1135pm - 5am :30 5 \$200.003 0.00 NM \$1,000.00 5 Olympics Prime REPEAT Start Date End Date Weekdays Spots/Week Rate Rating MTWTF-Week: 07/30/12 08/05/12 \$200.00 0.00 N65 KSNV 07/30/12 08/02/12 Wake Up Early w/ Wagn@M 430a-5a MTWT---:30 \$150.002 0.00 NM \$150.00 Wake Up Early Wagners

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0.00 NM

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Order / Rev:

104088

Start

Start Date

Start Date

N 66 KSNV 07/30/12 08/03/12

Week: 07/30/12

Week: 07/30/12

Advertiser:

Estimate:

Crossroads GPS

Alt Order #: Flight Dates:

Ln Ch

N 65 KSNV

06831602

07/27/12 - 08/06/12

Inventory Code

Weekdays

Weekdays

MTWTF--

MTWT---

Wake Up Early Wagners

Olympics Prime REPEACM

Olympics Prime REPEAT

Spots/Week

07/30/12 08/02/12 Wake Up Early w/ Wagn@M

End

End Date

08/05/12

End Date

08/05/12

Product Desc:

Rate

1135pm - 5am

Rate

\$200.00

\$150.00

Crossroads GPS

754

Rating

Rating

0.00

0.00

MTWTF--

:30

Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 430a-5a MTWT---:30 \$150.002 0.00 NM \$150.00

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\$76,700.00 Totals 79

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\$200.00